

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent Application of: | Confirmation No.: 3814  |
| Craig Mowry                  | Date: July 10, 2009   |
| Serial No.: 09/808,538       | Group Art Unit: 3622  |
| Filed: March 14, 2001        | Examiner: Arthur D. Duran   |
| For:                         | A METHOD AND SYSTEM FOR COMPILING A CONSUMER-BASED<br>ELECTRONIC DATABASE, SEARCHABLE ACCORDING TO INDIVIDUAL<br>INTERNET USER-DEFINED MICRO-DEMOGRAPHICS |

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VIA EFS-WEB

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

SUBMISSION IN ACCORDANCE WITH M.P.E.P. §713.04

Sir:

In accordance with M.P.E.P. §713.04, applicant submits the following in connection with an in-person interview between applicant, applicant's attorneys and the Examiner on June 10, 2009:

(A) Brief Description of Exhibit

None.

(B) Identification of Claims

Proposed amended claim 90.

(C) Identification of Prior Art

U.S. Patent No. 6,236,975 to Boe et al.

(D) Identification of Proposed Substantive Amendments

None.

(E) Brief Identification of Principal Arguments

Applicant presented a proposed amended claim 90 for the Examiner's review.

The prior art does not teach, disclose or suggest the combination of features set forth in applicant's proposed amended claim 90.

(F) Indication of Other Pertinent Matters

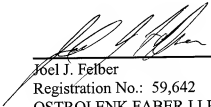
None.

(G) Outcome of the Interview

Proposed amended claim 90 was discussed. Examiner agreed that the prior art rejection under 35 U.S.C. §103(a) in light of Boe et al. was overcome.

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY  
THROUGH THE PATENT AND  
TRADEMARK OFFICE EFS FILING  
SYSTEM ON July 10, 2009.

Respectfully submitted,



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